



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In Re Application of:** Randall A. Boudouris et al  
**Application No.:** 09/990,109  
**Filed:** November 21, 2001  
**For:** MAGNETIC SUBSTRATES,  
COMPOSITION  
**Examiner:** Not yet assigned  
**Group Art Unit:** 1762

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Box  
Assistant Commissioner for Patents  
Washington, D.C. 20231

Docket No: M112.2-10064

PRELIMINARY AMENDMENT

In the Specification

Please amend the paragraph at page 17, lines 14-25 as follows.

Fig. 4b shows an alternative embodiment in which the printable substrate layer 12 further has an overlamine 28 which extends over the printable substrate layer 12 which is dimensionally substantially equivalent in at least length and width to the magnetic layer (not shown). The overlamine is preferably a clear polymeric film material. In this embodiment, no adhesive is required between the magnetic layer and the release liner or the release liner and the article 22. The overlamine 28 has perforations 30 which are substantially dimensionally equivalent in length and width to the printable substrate layer 12 and the magnetic layer (not shown) for easy removal of the magnetic assembly which includes the printable substrate layer and the magnetic layer. Any number of perforations may be employed. Desirably, at least two perforations on opposing sides of the assembly are desirable. Embodiments such as these are further discussed in relation to figs. 11-13 described in detail below.

Please amend the paragraphs of the specification at page 18, lines 22-31 and page 19, lines 1-3 as follows.

Fig. 5 illustrates generally at 15 a magnetic assembly of the present invention prior to forming the individual pieces from the sheet or web in which the magnetic layer 14 is shown substantially coextensive in length 16 and width 18 with the printable substrate layer 12. In this embodiment, individual pieces such as labels, business cards, and so forth, for example, have been printed on printable substrate layer 12 (print not shown) in a sheet form. The individual magnetic pieces 24 may then be later cut, stamped, punched and so forth out of the sheet at the perforations 30 forming individual magnetic pieces 24.

Fig. 6 illustrates an alternative embodiment of that shown in Fig. 5 in which the magnetic layer 14 has been applied in ribbons and pressed in discrete areas only on the printable substrate layer 12. In this embodiment, a strip of magnetic layer 14 is shown at the top of what will be each individual piece 24 when cut at the perforations 30.

#### **With Reference to the Drawings**

The reference numeral 12' has been removed from the drawings and the formal drawings are enclosed herein without 12'.

After further review, it duplicated the reference numeral 10 and was unnecessary.

The reference numeral 2 has been removed from Fig. 2. After further review, reference numeral 2 was not necessary.

The reference numeral 40 has been removed from Fig. 4b. It was duplicative of the reference numeral 10.

The reference numeral 26 in Fig. 5 and Fig. 6 has been changed to a 30 which is used consistently otherwise throughout the specification to refer to the perforations.

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The reference numeral 0 in Fig. 13 has been changed to a 60. This is consistent with the description found at page 19, lines 28-29.

No new matter has been added.

#### Remarks

The amendments made to the specification at page 17 were made in order to conform the description to Fig. 4b. No new matter has been added.

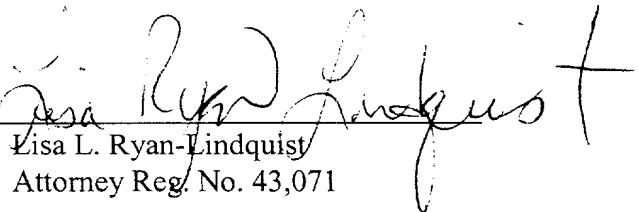
#### Conclusion

Several changes have been made to the drawings. A clean copy of formal drawings with the changes made and a marked up copy to show the changes made is enclosed herewith. Your approval is requested.

Respectfully submitted,  
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**MARKED UP VERSION TO SHOW CHANGES MADE**

**In the Specification**

Page 17, lines 14-25

Fig. 4b shows an alternative embodiment in which the printable substrate layer 12 further has an overlamine [30] 28 which extends over the printable substrate layer 12 which is dimensionally substantially equivalent in at least length and width to the magnetic layer (not shown). The overlamine is preferably a clear polymeric film material. In this embodiment, no adhesive is required between the magnetic layer and the release liner or the release liner and the article 22. The overlamine 28 has perforations 30 which are substantially dimensionally equivalent in length and width to the printable substrate layer 12 and the magnetic layer (not shown) for easy removal of the magnetic assembly which includes the printable substrate layer and the magnetic layer. Any number of perforations may be employed. Desirably, at least two perforations on opposing sides of the assembly are desirable. Embodiments such as these are further discussed in relation to figs. 11-13 described in detail below.

Page 18, lines 22-31 and page 19, lines 13

Fig. 5 illustrates generally at 15 a magnetic assembly of the present invention prior to forming the individual pieces from the sheet or web in which the magnetic layer 14 is shown substantially coextensive in length 16 and width 18 with the printable substrate layer 12. In this embodiment, individual pieces such as labels, business cards, and so forth, for example, have been printed on printable substrate layer 12 (print not shown) in a sheet form. The individual magnetic pieces 24 may then be later cut, stamped, punched and so forth out of the sheet at the perforations 30 [26] forming individual magnetic pieces 24.

Fig. 6 illustrates an alternative embodiment of that shown in Fig. 5 in which the magnetic layer 14 has been applied in ribbons and pressed in discrete areas only on the printable substrate layer 12. In this embodiment, a strip of magnetic layer 14

is shown at the top of what will be each individual piece 24 when cut at the perforations  
30 [26].

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